

Exhibit P

7/25/2018

Kin token distribution event starts today

The banner features the Kik logo at the top left. At the top right, there are navigation links: FEATURES, COMMUNITY +, PARTNERS +, and DOWNLOAD. The main headline in the center reads "Kin token distribution event starts today" in white text on a green background. Below the headline is the date "September 12, 2017".



WATERLOO, Ontario – Sept. 12, 2017 – Kik Interactive, the creator of the popular chat platform Kik, today announced the Kin token distribution event (TDE) will commence on Sept. 12, 9:00 a.m. ET. To date, 17,075 individuals from 139 countries have registered to participate in the token sale, in which Kik will look to raise a total of US\$125 million.

TDE participants will have 24 hours starting on Sept. 12, 9:00 a.m. ET to participate up to US\$4,393. This individual cap was determined by dividing the available US\$75 million by the total number of registrants. In doing this, we are guaranteeing that not all of the US\$75 million will be sold — registered participants who later decide not to participate at all or at the maximum participation cap will result in unsold tokens. On Sept. 13, 9:00 a.m. ET, these unsold tokens will be sold in a subsequent sale for registered participants who would like to buy more. The maximum participation cap will be incrementally raised over the first hour and then be removed until all tokens are sold.

Kik has already raised US\$50 million in a presale round, leaving 512 billion Kin tokens valued at US\$75 million available for the public token sale. Notable participants of the pre-sale included Blockchain Capital, P Polychain Capital.

Only those who completed registration before Sept. 9 can which will only take place on kin.kik.com.

About Kik:

Kik Interactive Inc. connects the world through chat. The company behind Kik, a chat platform popular with U.S. teens where people can message, share photos and video, and connect with chat-based services. Founded in 2009, Kik is headquartered in Waterloo, Ontario, Canada. For more information, please visit kik.com



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The image shows the header section of the Kik website. At the top left is the Kik logo. In the center, there is a call-to-action button with the text "Download the Kik app now" and icons for Apple and Android. To the right of the button are two circular icons labeled "COMMUNITY" and "PARTNERS +". Below the main header, there is a horizontal line followed by three small links: "Terms of Service", "Privacy Policy", and a copyright notice: "© 2018 Kik Interactive. All rights reserved." At the very bottom of the header, there is a link to "View High Contrast Site".